



**COVID-19:
BUSINESS EVENTS RECOVERY SENTIMENT SURVEY**

APRIL 2020

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OVERVIEW

In partnership with the Business Visits & Events Partnership (BVEP) davies tanner created a short survey across the UK events industry, designed to assist Venues, Destinations and other key sector suppliers in planning recovery activity post the COVID-19 pandemic.

The survey is designed to provide a snapshot of sentiment across the UK business events industry, and was completed by both buyers (corporate planners, associations and agencies) and venues.

The survey was undertaken between 6th – 14th April, prior to the further lockdown measures introduced on April 16th.

A total of 556 full responses were received from the following areas within the UK;

- England: 88%
- Scotland: 4%
- Wales: 3%
- Northern Ireland: 2%
- Not specified 3%

The results of this survey are being provided free and with open access to everyone across the UK events sector. The findings are also being shared with BVEP partners, the UK Events Industry Board, and the Department for Digital, Culture, Media & Sport.

KEY FINDINGS

Event booking recovery timeline

Event planners and venue teams broadly agree that September is expected to be the most significant month when it comes to recovery in enquiry and booking levels, with 38% of respondents believing this is when they expect to be re-opening diaries or to begin making firm enquiries. Some believe this will happen sooner, with 12% indicating July as the beginning of the recovery period. A further 10% believe this will be August, with 13% indicating the period will begin in October. On a more positive note, 39% of respondents have taken or made booking enquiries in the last month, including 15% in recent days. However, for 61% of respondents, bookings have stopped completely.

Business recovery timeline

38% of those surveyed believe that overall their business will start to pick up in approximately six – nine months. 32% of respondents believe this will happen sooner, within three – six months. While 50% of respondents are optimistic that there will be a full return to normality in their organisation, 38% believe that their business will ever return to normal.

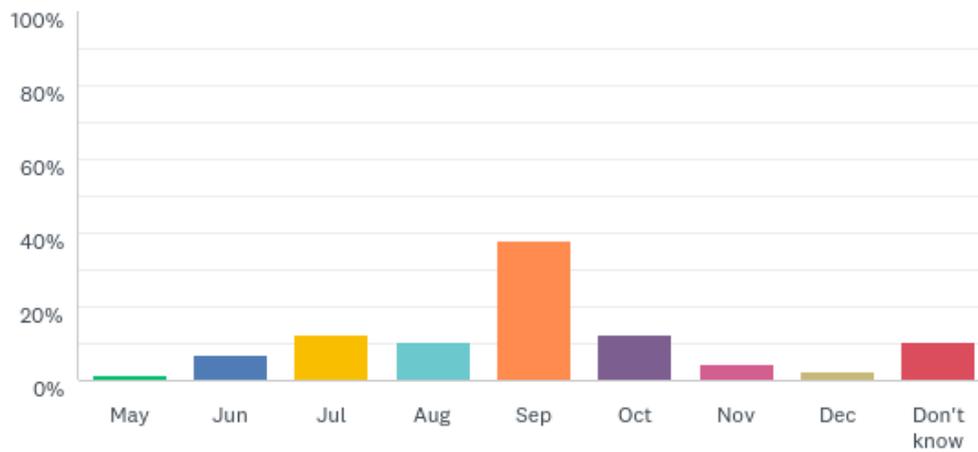
Industry recovery timeline

Whilst general sentiment is that individual businesses will begin to pick up in the next six – nine months, respondents believe that the impact on the wider business events industry will be longer lasting. 50% of respondents believe that the industry as a whole will not return to any form of normality for at least 12 months, with only 27% believing that this could be achieved within 9 - 12 months.

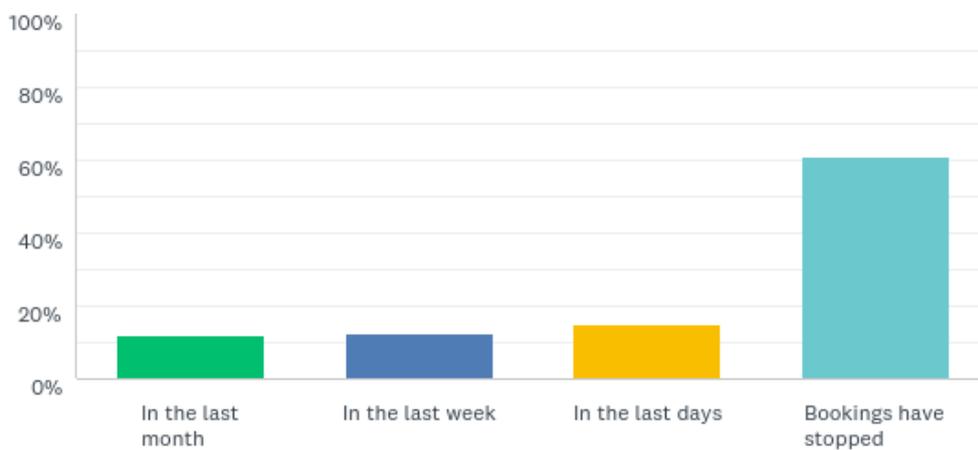
DETAILED ANALYSIS

RESULTS – EVENT BOOKING RECOVERY TIMELINE

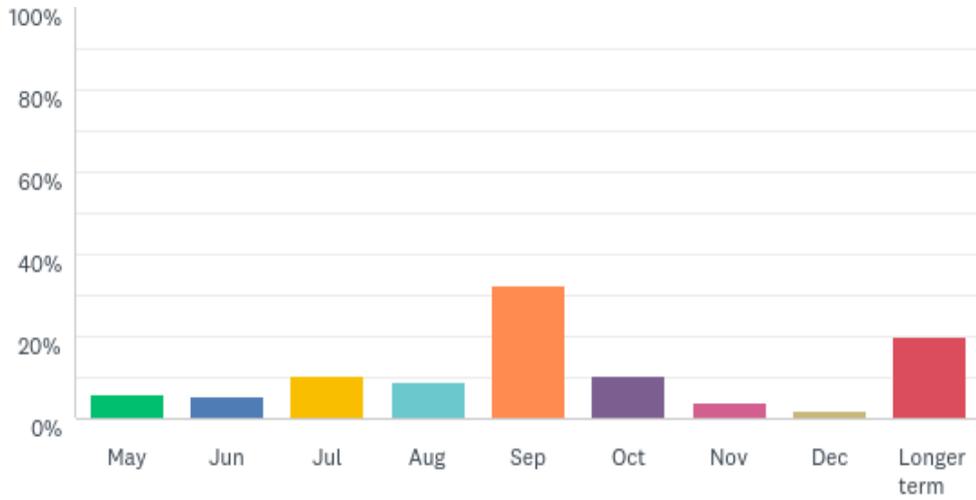
When do you expect to be re-opening / starting to book events / activities?



Have you had / made new business / booking enquiries?

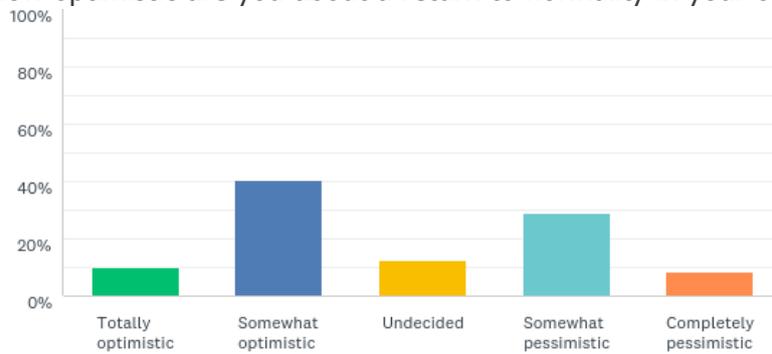


When are you accepting / making bookings for?

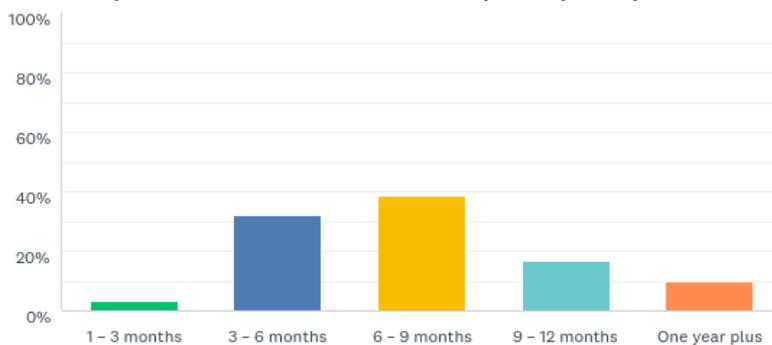


RESULTS – BUSINESS AND INDUSTRY RECOVERY TIMELINE

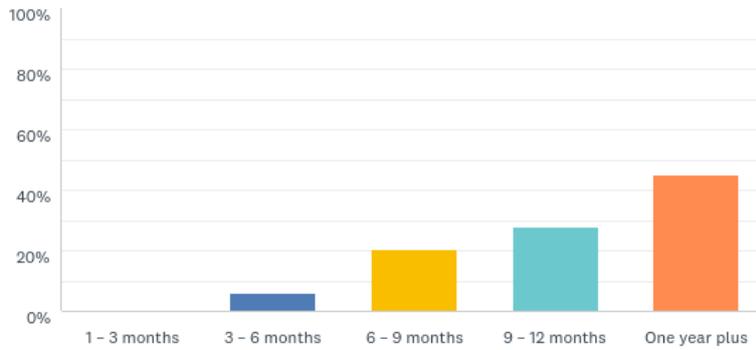
How optimistic are you about a return to normality in your organisation?



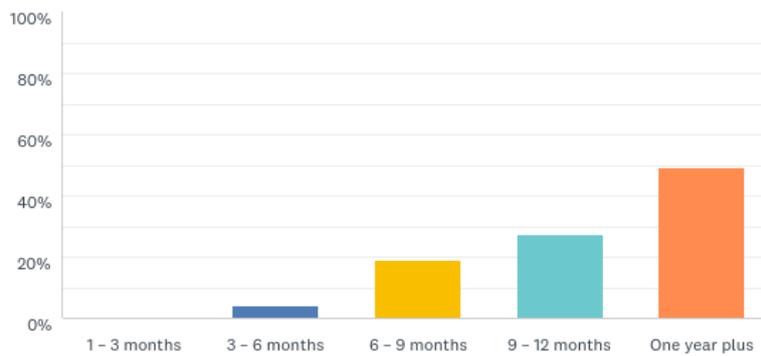
When do you think things will start to pick up for your business?



When do you think your business will have returned to normality?



When do you think the industry will have returned to normality?



davies tanner is a leading provider of PR and Brand Communications services to some of the most recognised and trusted organisations in the business events industry. Our experienced team are well placed to draw upon their network of contacts and partners across a variety of sectors and markets to provide some valuable insights and intelligence, designed to help you make informed decisions when planning for recovery during what is clearly an exceptional period of disruption and uncertainty.

If you would like any further information on the details of this survey, or would like a copy of our COVID:19 Client Briefing Document or COVID:19 Recovery Plan, please contact us on: safestrongtogether@daviestanner.com

www.daviestanner.com

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